BEST BUY LOGO USAGE STANDARDS

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Best Buy approval is required for all logo and tagline uses. See the Approval Process on the back for details

LOGO APPLICATION

CORRECT USAGE

The primary objective of this standards manual is to maintain and expand the recognition of the brand. The effectiveness of the Best Buy Logo Usage Standards depends on complete adherence to the guidelines provided in this manual.

LOGO CONSTRUCTION

The Best Buy logo sits on a prescribed angle as shown. This is the ONLY position allowed when using the mark. The angle is always equal with the diameter of the hole in the Best Buy tag. Angle equals 5 degrees.

COLOR LOGO APPLICATIONS

The only approved color use of the logo is solid black type and line art over solid process yellow. The hole in the tag fills with the background (if there is one).

BLACK AND WHITE LOGO APPLICATIONS

For black and white applications the tag always appears white with black type and rules. The hole in the tag fills with the background (if there is one).

THERE IS NO OTHER ACCEPTABLE ANGLE, COLOR OR PROPORTION OF THE BEST BUY LOGO OTHER THAN THE VERSIONS SHOWN ON THIS PAGE!

NON-INTERFERENCE AND LINE SPECS

Logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the cap height of the "B" within the logo.

The line art rule that defines the logo's outer edge prints at all times regardless of background color or image. The background color or image appears inside the hole within the tag. **Existing versions** of the logo with a drop shadow should be replaced in all applications going forward. Never use a drop shadow within or around the logo.

MAINTAINING THE BRAND IDENTITY

Our logo is the "face" of our brand, the only element that all consumers see regardless of the way in which they experience Best Buy. It is a symbol of all the things we want our customer to be reminded of when they think of Best Buy. Whether they see an ad on TV, come into the store, hit our site or pick up a circular, our logo is the thread that unifies all those experiences. Because it is so important, and because it reinforces our brand with consumers, it must look the same every time it appears. To change or modify its appearance is to erode our brand's ultimate meaning.

ELECTRONIC FORMAT

CORRECT USAGE

Best Buy reserves the right to request samples of all content or materials for review and approval prior to use and/or placement of the logo. Best Buy reserves the right to review and approve all actual uses and placements of the logo.

INTERNET/TV

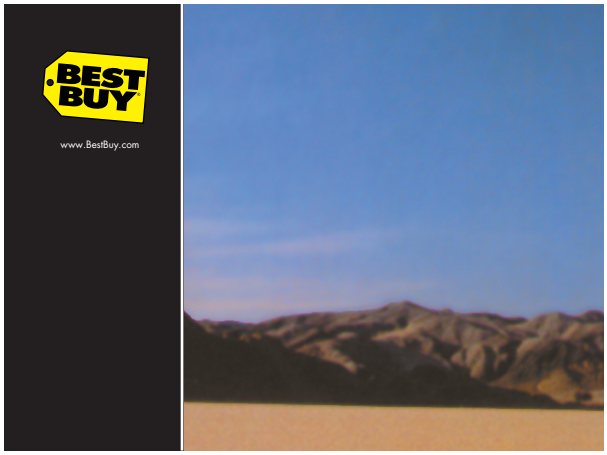
Electronic media is a very powerful form of communication and is one of the primary ways consumers will be exposed to messages about Best Buy. As in all mediums, the consistent use of our logo ensures a unified brand identity to the customer.

INTERNET AND INTERACTIVE APPLICATIONS

Full screen presentation for the Internet is generally viewed at a closer range. The logo should occupy no less than 20% or more than 30% of the field for full screen applications.

TELEVISION AND VIDEO APPLICATIONS

For full screen television or video use, the logo should occupy no less than 30% of the viewing field.



Partial screen use of the logo on the Internet is dictated by its location and background. The example shown is the minimum size for this use.

The upper left or lower right locations are the preferred positions for partial screen logo formats.

Partial screen use of the logo in TV or video requires review and approval of actual placement by Best Buy.

Use of the Best Buy logo with other logos is acceptable but requires review and approval by Best Buy.

COLOR SPECIFICATIONS

CORRECT APPLICATIONS

Maintaining the logo color palette is essential to building the brand identity. The primary colors on this page are the only colors to be used on or in conjunction with the Best Buy logo. The use of other tertiary or background colors must be approved by an authorized representative in the Best Buy Advertising, Visual Merchandising or Communications Departments. Contact the Advertising-Traffic Department to initiate authorization.

PANTONE
PROCESS BLACK C

Primary A

PANTONE
PROCESS YELLOW C

Primary B

WHITE

Tertiary C

CMYK

0C
0M
0Y
100K

0C
0M
100Y
0K

RGB

0R
0G
0B

100R
100G
0B

Mixed colors on all respective systems must match the PMS color palette as indicated above. Primary logo colors cannot be used in percentages less than solid color.

Blue PMS288 is considered a tertiary color acceptable for use in conjuction with the primary color applications of the Best Buy logo. Use of Blue 288 must be approved by an authorized representative in the Best Buy Advertising, Visual Merchandising or Communications Departments. Contact the Advertising-Traffic Department to initiate authorization.

A preferred tertiary background color use with the Best Buy logo is white.

A preferred tertiary background color use with the Best Buy logo is black.

When the logo is dropped out from a full color background review and approval of actual placement is required by Best Buy.

Blue PMS 288c is an acceptable tertiary color to use as a background.

PRIMARY AND SECONDARY COLOR SYSTEMS

Research told us that customers strongly associate our colors – yellow, black and secondary color blue – with Best Buy. Our corporate color applications are integral to brand recognition and must be consistent in all mediums, including but not limited to collateral, print advertising, store signage, television advertising and the Web.

TYPE STYLE AND COLOR APPLICATIONS

CORRECT USAGE

The consistent use of the Futura typeface is a key ingredient in maintaining the brand identity. Use of any other typefaces in connection with the logo must be approved by an authorized representative in the Best Buy Advertising, Visual Merchandising or Communications Departments. Contact the Advertising-Traffic Department to initiate authorization.

TYPEFACE

Type is an important element in consistent brand identity. In combination with the use of correct corporate colors, use of a consistent typeface further solidifies brand recognition.

FUTURA EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

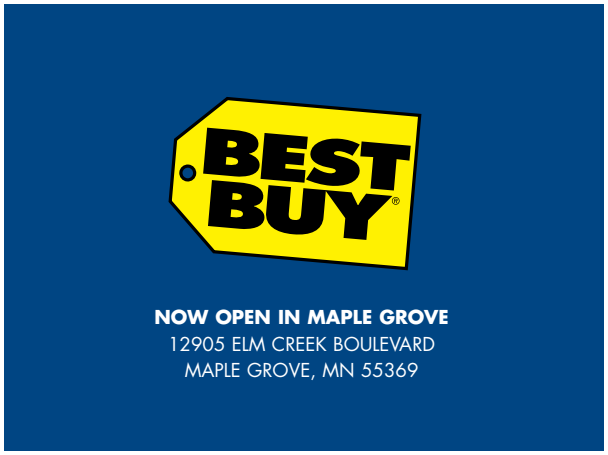
FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA EXTRA BOLD, FUTURA LIGHT,
FUTURA and its variations are the only approved type face to be used in conjunction with the Best Buy logo.

Mixing the type weights as shown above is allowed. Adaptations to the type must be approved by Best Buy.

Typeface on black drops out white in all applications.



Typeface on PMS 288 (blue) drops out white in all applications.

Typeface on white prints black in all applications.

Typeface on full color backgrounds should be readjusted from negative to positive depending on background.

LINKING THE LOGO

LINKING LOGO TO OTHER LOGOS OR ELEMENTS

Partnerships or sponsorships of vendor and entertainment advertising are key elements in extending the brand equity. Adherence to the logo usage standards reinforces the consumer's image of Best Buy.

The Best Buy logo must follow all usage rules when used within promotional materials. Best Buy requires samples of all promotional uses for review and approval prior to use and/or placement of the logo. Best Buy reserves the right to review and approve actual uses and placements of the logo.

The logo can be used in regional or vendor driven advertising and editorial formats. Formats must be approved by an authorized representative in the Best Buy Advertising, Visual Merchandising or Communications Departments. Contact the Advertising-Traffic Department to initiate authorization.

Use of the Best Buy logo in conjunction with other logos is acceptable. Formats must be approved by an authorized representative in the Best Buy Advertising, Visual Merchandising or Communications Departments. Contact the Advertising-Traffic Department to initiate authorization.

THIRD PARTY USE

It is often necessary to allow outside parties to use our logo. To preserve the integrity of our brand, the same rules that apply at the corporate level must be followed by any organization that has permission to use the logo.

QUESTIONS

The logo usage standards outlined in this manual are to be followed at all times. Questions regarding any variation from these standards should be addressed to Best Buy Advertising-Traffic Department.

APPROVAL

Best Buy reserves the right to require samples of all content or materials for review and approval prior to use and/or placement of the logo and prior to placement in any Best Buy store. Best Buy Advertising, Visual Merchandising and Communication Departments require approval of ALL projects relative to their departments. Use of Best Buy marks is conditioned on compliance with Best Buy's rules and procedures relating to the marks, including those relating to quality control, and immediate discontinuance of use and/or removal upon Best Buy request. Failure to comply with this policy will result in appropriate corrective action.

The Best Buy logo, taglines, trademarks, trade names and other brand marks, intellectual property and related concepts are the exclusive property of Best Buy Concepts, Inc., licensed to Best Buy Co., Inc. and others under controlled conditions. Adherence to these Standards is required. Any information about the misuse or unauthorized use of the Best Buy marks should be referred to the Best Buy Advertising-Traffic Department.

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INCORRECT

BEST BUY LOGO USAGE

Use of logo in any color other than process yellow.

Logo rotated counter-clockwise.

Tag is extended for large type.

Tag is mirrored.

Logo is rotated more than 5° clockwise.

Use of drop shadow.

Tag is not proportionate to type.

Negative black and white logo.

When not included within the tag, the words Best Buy are not a registered trademark and the trademark symbol is not needed.